



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Re Application of: Linda Gottfried                      Group Art Unit: 2141  
Serial No.: 10/773,861                      Examiner: Luu, Le Hien  
Filed: February 6, 2004  
For: **METHOD AND SYSTEM FOR SHARING BRAND INFORMATION**  
Docket No.: 0093-1 CIP

231 Somerville Road  
Bedminster, NJ 07921  
January 23, 2008

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT UNDER 37 C.F.R. § 1.111**

In response to the Office Action dated November 14, 2007 please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Amendments to the Drawings** begin on page 27 of this paper and include attached replacement sheets.

**Remarks** begin on page 28 of this paper.

An **Appendix** including an amended drawing figure is attached following page 40 of this paper.